

# Bachelor of Arts - Journalism and Mass Communication

WITH CHANDIGARH UNIVERSITY

 3 years | Online Mode



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# About Chandigarh University

Chandigarh University (CU) is a private university established in 2012 by the Punjab State Legislature and is recognised by University Grants Commission under Section 2(F) with the right to confer degrees as per Section 22(1) of the UGC Act, 1956.

The **National Institutional Ranking Framework** ranked Chandigarh University **84 in the engineering category and 51 in the management category**, as per the rankings released in June 2020.



## Achievements at a Glance

- UGC recognised, National Assessment and Accreditation Council (NAAC) A+, The University became **"The Youngest University"** to be ranked by **NIRF, Govt. of India.**
- First Indian university to hold **Limca Book Of Records for Highest Number of Recruiting Companies** in one academic year.
- Considered amongst the top 50 private state universities by the **Outlook-ICARE India University Ranking 2019.**
- Alumni network of over 38879 candidates who are all currently working under some of the best MNCs in the world.

# Hear from Chandigarh University's chancellor

Learning at University is an invigorating journey that allows you to grow and progress for the future-and there is no better place to do this than CU. University has marked 2017 as a year of student and faculty delight and our sole aim is to make university an unsurpassable place to study."

Chandigarh Group has been envisioned to make a difference to the professional and higher education in the region. In the last 14 years, we have been able to garner the support, trust and appreciation of all the stakeholders, thus making us one of India's most reputed professional institutions. Chandigarh University has become a strong brand name associated with excellence in contemporary teaching - learning models, innovation and service to the community.

**Satnam Singh Sandhu**  
Founder Chancellor,



# Why choose BA in Journalism?



Chandigarh University's Bachelor of Arts in Journalism and Mass Communication provides a foundation for the theoretical and practical techniques for conveying information. The three year degree will ensure students understand the media landscape, reporting end editing and the basics of communication theory.

**Pursue Higher Education:** Gain a base to pursue a Masters degree in the future

**Become-employable:** Access opportunities in advertising agencies, broadcast companies, newspapers or new-age digital media firms.

**Build Businesses:** Start your own entrepreneurial journey

## Post Program Opportunities

- Correspondent
- Copywriter
- Editor
- Video Jockey
- Public Relation Officer
- Public Relation Manager
- Reporter
- Creative Director
- Radio Jockey
- Anchor

# Why Online Degrees?



Latest study material and curriculum designed by subject matter experts



Top class faculty and instructors

\* You know what's best for you. Personalised learning tracks for learners to choose from:

## The Career/Naukri Track:

1. 6 months internship
2. Soft Skills & Aptitude Coaching with Interview Prep and Resume Building
3. Access to Job Portal with 5000+ openings/month
4. Personalised career guidance from industry mentors



## The Competitive Exam Track:

1. Prepare for exam while you get a degree at an additional cost
2. Get career assistance upto three years after graduating from the program
3. Get free aptitude and soft skills training & personalised mentorship after first year



## The Business/Dhanda Track:

1. 6 months Business Transformation Live Project built in
2. Additional certification from Government of India's Start Up India Learning Program
3. Free Access to upGrad's Entrepreneurship Program with networking & mentoring



# The Online Difference

Your learning outcomes are our top priority. Our online Bachelor of Arts - Journalism and Mass Communication is designed to ensure that you have the best chance of success.

## Here's how we do it:

- Comprehensive, case-based and latest, industry-relevant study material and curriculum
- Enabled by best-in-class technology
- Scheduled classes
- Designed and delivered with top faculty from across the country and industry experts
- Job-focused study material with soft skills preparation built in (Interview preparation, resume building skills)



**Flexibility:** Learn anytime anywhere at your convenience (Laptop/Tablet)

**Career Services:** Access to job portal with 4500+ jobs a month, interview preparation and resume building workshops, aptitude and communication skills training.

**Success Support:** Get Teaching Assistant support and get your queries resolved quickly

**Peer to peer learning:** Learners' social media network within upGrad learning app to encourage collaboration and engagement during the learning process

**Exams at home:** Proctored assessments and exams at the convenience of the learner's home

**Experience the  
360° University  
Experience Online**

# Curriculum at a Glance

## Semester 1

SUBJECT TITLE	THEORY/PRACTICAL/ PROJECT	CREDITS
• PRINT MEDIA REPORTING AND EDITING	THEORY	4
• INTRODUCTION TO MASS COMMUNICATION	THEORY	3
• COMMUNICATION SKILLS	THEORY	4
• LIFE SKILLS & MENTORING	THEORY	2
• MEDIA CASE STUDY/ PROJECT	PROJECT	3
• COMPUTER APPLICATIONS THEORY + PRACTICALS	THEORY	4
<b>SEMESTER 1 TOTAL</b>	<b>6</b>	<b>20</b>

## Semester 2

SUBJECT TITLE	THEORY/PRACTICAL/ PROJECT	CREDITS
• INTRODUCTION TO FILM STUDIES + PROJECT	THEORY	5
• ADVANCED COMMUNICATIONS SKILLS	THEORY	4
• MEDIA LAWS AND ETHICS	THEORY	4
• SPECIALISED REPORTING	THEORY	3
• DIGITAL MEDIA	THEORY	4
<b>SEMESTER 2 TOTAL</b>	<b>5</b>	<b>20</b>

## Semester 3

SUBJECT TITLE	THEORY/PRACTICAL/ PROJECT	CREDITS
• CRITICAL THINKING	THEORY	3
• STORYTELLING + STORYBOARDING	THEORY	4
• FUNDAMENTALS OF ADVERTISING	THEORY	3
• INTRO TO POL. THEORY/ INTRO TO SOCIOLOGY / HISTORICAL LITERATURE	THEORY	3
• MEDIA AND SOCIETY	THEORY	3
• INTRODUCTION TO MANAGEMENT AND LEADERSHIP	THEORY	4
<b>SEMESTER 3 TOTAL</b>	<b>6</b>	<b>20</b>



## Semester 4

SUBJECT TITLE	THEORY/PRACTICAL/ PROJECT	CREDITS
• EVENT MANAGEMENT	THEORY	4
• FUNDAMENTALS OF PUBLIC RELATIONS + PROJECT	THEORY	5
• CULTURAL STUDIES AND MEDIA	THEORY	3
• ENTREPRENEURSHIP	THEORY	2
• DIGITAL MEDIA WRITING & CONTENT LAB	THEORY + PRACTICAL	3
• DEVELOPMENT COMMUNICATION	THEORY	3
<b>SEMESTER 4 TOTAL</b>	<b>6</b>	<b>20</b>

## Semester 5

SUBJECT TITLE	THEORY/PRACTICAL/ PROJECT	CREDITS
• CREATIVE ADVERTISING & REPUTATION MANAGEMENT	THEORY	3
• PUBLIC RELATIONS CAMPAIGNS	THEORY	3
• INTEGRATED MARKETING COMMUNICATION	THEORY	4
• SOCIAL MEDIA CONTENT & MARKETING	THEORY	3
• MEDIA RESEARCH	THEORY	4
• MEDIA MANAGEMENT	THEORY	3
<b>SEMESTER 5 TOTAL</b>	<b>6</b>	<b>20</b>

## Semester 6

SUBJECT TITLE	THEORY/PRACTICAL/ PROJECT	CREDITS
• MINI PROJECT	PROJECT	10
• INDUSTRIAL TRAINING OR FIELD PROJECT	PROJECT	10
<b>SEMESTER 6 TOTAL</b>	<b>6</b>	<b>20</b>

**Total**

**120**

# Your Typical Week at our Online University

 Recommended weekly hours of study: 30

You will spend approximately half this time on the learning platform, indulge in self-study for assignments, and interact with peers in the discussion forum to solve queries. Your Teaching Assistants will ensure no query goes unanswered.



Recorded lectures



Live sessions with faculty and industry experts



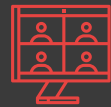
2 Assignments per semester



4 doubt-solving Sessions (2 hours each)



Personality Development Coaching



Network with peers



Post doubts and discuss questions on the discussion forum - get an answer in under 24 hours!



# How to Apply and Eligibility Criteria

## ADMISSION PROCESS



### STEP 1:

Fill the application form available online at [upgrad.com](http://upgrad.com)



### STEP 2:

Block your seat! Pay INR 10000 only to block your seat.



### STEP 3:

Based on your previous educational performance, you may be required to take an enrolment test.

## ELIGIBILITY

A person with 10+2 from a recognised board is eligible for admission.

# Program Details

## Bachelor of Arts Journalism and Mass Communication - Chandigarh University

### PROGRAM DURATION

3 years

### PROGRAM FEE (including taxes)

Total Fee: ₹1,35,000  
Annual Fee: ₹45,000

### NEXT BATCH COMMENCES

15th February 2021

\* EMI options available.

\* The option to avail a laptop/tablet is available at an additional cost.

## FOR ANY FURTHER QUERIES, CONTACT

[onlinedegrees@upgrad.com](mailto:onlinedegrees@upgrad.com)

1800-210-2020

Speak to one of our Admissions Counsellors today!

### UNIVERSITY ADDRESS

Chandigarh University  
NH-95 Chandigarh-Ludhiana Highway,  
Mohali, Punjab (INDIA)

